only 14 Business Schools in Asia accredited by EQUIS (The European Quality Improvement System)
only 29 Business Schools in Asia accredited by AACSB International (The Association to Advance Collegiate Schools of Business)
5 Asian Business Schools that are members of CEMS – The Global Alliance in Management Education

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NUS Business School
Undergraduate Studies
Mochtar Riady Building, BIZ1 2-7
15 Kent Ridge Drive, Singapore 119245

All information is accurate at the time of printing (4 March 2015)
NUS Business School, globally recognised for excellence in education and research, houses the region’s pre-eminent undergraduate leadership and management talent development programme. Delivering the best of East and West in business education, our distinctiveness lies in our ability to integrate the breadth of Western knowledge with deep Asian insights. Abiding by a 3-pronged vision: to nurture Analytical-thinking, Enterprising students who Care for their community, the NUS Bachelor of Business Administration (NUS BBA) aims to give our students a holistic, transforming and invigorating experience, and propel them to the forefront of the global first league in business.
**OUR ALUMNI**

**CLASS OF 1970’s**

- **CHEW HUA SENG**
  Chairman & CEO of Raffles Education Corporation

- **CHUA SOCK KOONG**
  Group Chief Executive of Singapore Telecommunications Limited

- **CHUA TANG CHOON, KEITH**
  Executive Chairman of KFR Holdings

- **BOBBY CHIN YOKE CHOOONG**
  Chairman of NTUC Fairprice Co-operative Limited

- **BUDDHY CHIN YOKE CHOOONG**
  Chairman of NTUC Fairprice Co-operative Limited

**CLASS OF 1980’s**

- **GRACE FU**
  Minister in the Prime Minister’s Office, 2nd Minister for the Environment and Water Resources and 2nd Minister for Foreign Affairs

- **JANET ANG**
  Country General Manager, IBM Singapore

**CLASS OF 1990’s**

- **TEO SER LUCK**
  Minister of State, Ministry of Trade and Industry and Minister for North East District

- **ADAM KOHO**
  Executive Chairman & Chief Master Trainer of Adam Khoo Learning Technologies Group

- **KOH THONG WEE, BENNY**
  Managing Director, Treasury Advisory at Deloitte & Touche Financial Advisory Services

**CLASS OF 2000’s**

- **LIEW TECK WAVE, HENRY**
  Director of Bengawan Solo Pte Ltd

- **MAURICE TAN**
  Director, Consumer Channels Group for Microsoft Singapore

**FEATURED ALUMNUS**

**FU YONG HONG**

**CLASS OF 2014**

- **Founder and Co-owner of Greendot Café**

1) **What made you venture into this enterprise rather than consider a regular job?**

I always wanted to start a business and greatly admire entrepreneurs as they have the ability to change the world for the better and impact the people around them. Likewise, I hope I can embark on something to make the world around me a little better.

2) **The Food & Beverage (F&B) industry is a tough one, how do you deal with the challenges and differentiate yourself from the other establishments?**

In my opinion, the F&B industry is an industry where it is easy to start but difficult to last. When I started my business, I had zero domain knowledge – I didn’t even know how to wash vegetables or rice. Slowly, I picked up these skills along the way. My partner, Justin’s parents are in the F&B industry so we leveraged on their expertise and domain knowledge in growing our business.

Challenges are part and parcel of the journey but it really helps build one’s character to persevere. For example, many of my staff are nearly twice my age and from different backgrounds. As such, the challenge is to lead and manage them as part of a team with a common goal of bringing Greendot to the next level. As a young leader, I am aware that I have to constantly improve myself as well.

To differentiate ourselves from other F&B establishments, my partner and I always believe that we cannot simply focus on the food alone. In addition, we place great emphasis on other areas such as our culture, ambience, our family-like work environment and service quality to provide our customers with a holistic experience.

3) **How did your education in NUS help in the pursuit of your entrepreneurial venture?**

I leveraged on the modules in school and used them to improve my business. I feel being equipped with a strong business foundation is a big help when it comes to setting up a business. In addition, when I first started Greendot, NUS Enterprise incubated us and supported our project, which was outside of our regular curriculum. Besides providing us an office space, they also provided a network of mentors and entrepreneurs whom we learnt a lot from and the insights I received were very valuable.

**4) Anything you’d like to share with prospective students who are keen to pursue this path?**

On paper, you’ll probably learn that you need traits such as a very good idea, a team of capable people, financial backing, relevant experience, etc. However, when I first started, I would say I neither had an “out of the world” idea nor big finances or relevant experience. But I knew I had one very important thing – I had nothing to lose. So if you have an entrepreneurial dream, do not be afraid to make that first step – enjoy and learn from the process!
On the international competitive stage, our BizAd students shine proudly amongst the best in international case competitions. Our track record speaks very much for itself.

**GROWING FROM STRENGTH TO STRENGTH**

**HOME-GROWN COMPETITIONS**

NUS Business School hosts our very own competitions on a local and international scale. These competitions engage students from local and overseas universities and are an excellent focal point for students to congregate, exchange and share inspiring ideas across borders. Our competitions include the NUS-Shell Case Competition, UOB-NUS International Case Competition, and the JC Case Competition, which gives our local Junior College students a peek into the lives of a tertiary student at NUS Business School.

[Web links provided for more information]
A rigorous and versatile 3 or 4-year programme that provides each of our students with a strong business management foundation that complements their specialized discipline of accountancy.

A rigorous and broad-based, but in-depth 3 or 4-year business management programme that seeks to sharpen and develop the business leader in each of our students.

THE FOUNDATION CORE

i. Analytic Core
Building the Analytical-thinking Leader
• Managerial Economics
• Macro & International Economics
• Business Analytics – Models & Decisions
• Business Analytics – Data & Decisions

ii. Functional Core
Building the Broad-based Business Leader with Functional Knowledge
• Management & Organization
• Financial Accounting
• Marketing
• Legal Environment of Business
• Finance
• Asian Business Environments
• Operations Management
• Strategic Management

iii. Leadership Core
Building the Influential Business Leader
• Business Communication
• Leadership and Ethics
• Entrepreneurship

Grade-free First Semester
The “Grade-free First Semester” initiative seeks to allow students to transit into university life academically and socially so as to reduce students’ anxiety towards grades. As their grades for that semester will not be factored into their Cumulative Average Point (CAP), the grade-free semester will allow students to achieve a more holistic education experience that transcends academic results.

UNRESTRICTED ELECTIVES

i. Designing their own curriculum and learning at their own pace.

ii. Taking all modules in the sequence they prefer, subject to prerequisite requirements and / or availability of modules.

HONOURS REQUIREMENTS

FIELD SERVICE PROJECT
Students will, in groups, study a relevant business problem area identified by an organization and submit and present a consulting report containing their analysis and recommendations.

HONOURS DISSERTATION
The Honours Dissertation provides students with an opportunity to conduct an in-depth study on a chosen research topic.

LEADERSHIP AND CAREER PREPARATION

BEAD LEADERSHIP DEVELOPMENT PROGRAMME (BLOP)
This programme develops and prepares selected students who are keen to further hone, and sharpen their innate leadership qualities.

CAREER PREPARATION PROGRAMME
Our flagship preparatory programme offers a glimpse into the world of business etiquette, job search strategies, networking techniques and self-awareness; all necessary to prepare students for the corporate world.

BBA SPECIALISATION

• Finance
• Marketing
• Management and Human Capital
• Operations and Supply Chain Management

DOUBLE SPECIALISATION
Students may also opt to utilize their unrestricted elective modules to read a double specialisation, e.g. Finance and Marketing.

BBA (ACC) MODULES

• Corporate Accounting and Reporting
• Assurance and Attestation
• Taxation
• Corporate and Securities Law
• Valuation
• Advanced Corporate Accounting and Reporting
• Corporate Governance and Risk Management
• Integrated Perspectives in Accounting and Business

HONOURS DISSERTATION
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EXEMPLE OF A TYPICAL STUDY PLAN FOR AY 2014/15 COHORT ONWARDS

YEAR 1

4 MODULES
- Core Foundation Modules

1 MODULE
- Elective of UTCP / USP modules

Qualifying English Text (QET)*
* For international and local students who do not meet English language requirements. Exemption criteria can be found at www.nus.edu.sg/registration/registration-help.html

YEAR 2

3 to 4 MODULES
- Core Foundation Modules

1 to 2 MODULES
- Elective of UTCP / USP modules

YEAR 3 BBA

1 MODULE
- Core Foundation Modules, or Elective

3 MODULES
- Essential or Specialisation Modules

YEAR 3 BBA (ACC)

1 MODULE
- Core Foundation Modules, or Elective

3 MODULES
- Accounting Essential Modules

YEAR 4 (HONOURS)

1 MODULE
- Core Foundation Modules, or Elective

3 MODULES
- Essential or Specialisation Modules

3.5 STUDENT EXCHANGE PROGRAMME

or

FIELD SERVICE PROJECT

or

3 LEVEL 4000 MODULES

or

HONOURS DISSERTATION

or

5 MODULES
- Electives

* Students may also need these modules to count to their 2nd specialisation

INTERNSHIP (DURING VACATION) OR WINTER / SUMMER PROGRAMME

Students on a 3 year BBA / BBA (ACC) programme require 120 Modular Credits in total.

BBA (ACC) students must undertake their compulsory internship either in Semester 3, or as part of the Field Service Project.

* Students retained in the Honours Programme may opt to start reading modules towards their Honours Programme if they fulfil the necessary prerequisites.

Looking back, some of the most indelible moments I’ve had include serving as the Director of Marketing on the Student Club Management Committee, spending a semester abroad on the USUS exchange programme to the prestigious Stockholm School of Economics, and undertaking a large-scale research on funding issues in Singapore’s social sector as part of the Field Service Project. I have also completed internships in the tax, audit and advisory arm of the Big Four accounting firms, which broadened my understanding of the world of accounting.
**BEYOND BBA**

### CONCURRENT DEGREE PROGRAMME

CDP students are awarded both a Bachelor’s and Master’s degree. Here are the various tracks offered:

- Master in Public Policy (with Lee Kuan Yew School of Public Policy)
- Master of Science in Management
- Dual Master of Science in Management & CEMS Master’s in International Management

For more information, visit [bba.nus.edu/concurrent_msc_about.html](http://bba.nus.edu/concurrent_msc_about.html)

### DOUBLE DEGREE PROGRAMME

For the highly motivated, choose from 7 structured DDPs with different combinations.

- Law
- Engineering
- Communications & New Media
- Economics
- Computing
- Information Systems
- Ad hoc Double Degree

For more information, visit [bba.nus.edu/ddp](http://bba.nus.edu/ddp)

### DOUBLE MAJOR

Choose from over 25 major tracks offered by various faculties. Students need to read 12 modules from a cross-disciplinary field to be awarded a second major.

For more information, visit [nus.edu.sg/registrar/edu/UG/spugp-double-major.html](http://nus.edu.sg/registrar/edu/UG/spugp-double-major.html)

### MINOR

Be spoilt for choice with over 50 minor tracks offered. Read 6 modules from a cross-disciplinary field to be awarded a minor.

For more information, visit [bba.nus.edu/majorsminor_minor.html](http://bba.nus.edu/majorsminor_minor.html)

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**UNIVERSITY TOWN COLLEGE PROGRAMME**

Offered by the University Scholars Programme, Tembusu College and the College of Alice and Peter Tan, the University Town College Programme is an integrated living and multidisciplinary learning programme which equips students with a holistic understanding of complex issues, fosters an appreciation of differences and diversity, and hones effective communication skills.

For more information, visit [utown.nus.edu.sg](http://utown.nus.edu.sg)

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For the 6 months that I have been in NUS BBA, I find myself immersed in an all-rounded university curriculum. The interactive seminar-style lessons prove incredibly beneficial to independent learning, as we acquire knowledge not only through voicing our opinions and queries, but more importantly through what we gather from others. Meeting new friends from universities all over the world is definitely an eye-opener and the friendships forged are highly cherished.
STUDENT EXCHANGE PROGRAMME (SEP)
Spice up your university experience through the SEP and summer programmes. Gain invaluable experience abroad through a culturally-different environment and broaden your outlook and approach to doing business.

bba.nus.edu/sep

STEER PROGRAMMES
The STEER programme is designed to build and cultivate familiarity and interests in burgeoning economies in India, the Middle East, Vietnam, China and Brazil.
nus.edu.sg/IRO/opps/steer/index.html

NUS OVERSEAS COLLEGES
A prestigious entrepreneurship development programme that gives NUS students opportunities to work and study in leading entrepreneurial and academic hubs for up to a year.
overseas.nus.edu.sg/programmes
Join the NUS Students’ Business Club, the premier student organisational body and ideal platform for honing lifelong skills and friendships. Expect regular events organised by this close-knit community of past and present BBA students that promotes creativity, initiative, entrepreneurship and of course, fosters camaraderie.

In addition, NUS boasts more than 100 activity clubs and interest groups for students to participate in, and in doing so, enrich their university experience.

BIZAD CLUB
bizadclub.nus.edu
f nusbizadclub
nus.edu.sg/osa/so
f NUSStudentOrganisations
BIZ CAREER SERVICES

NUS Business School has a highly professional and dedicated team, working closely with students to ensure their market readiness. Our students are highly sought after by global and local companies. Our team actively engages and fosters close partnerships with recruiters across all major industries, bringing meaningful job and internship opportunities for our students.

ON-CAMPUS LIVING

A home away from home, students can choose from any of the 6 Halls of Residence and three Student Residences and be part of the vibrant culture that transforms university life into a much more colourful and eventful one!

flagship career preparation programme

- Strategic career planning
- Resume & cover letter writing
- Interviewing skills
- Networking techniques
- Job search strategies
- Making a successful transition from university to workplace

exposure to recruiters

- Exclusive networking forums
- Career connections with industry
- Profiling of students to recruiters through online CVs

various career development programmes

- Freshman at NUS BUSINESS SCHOOL
- Assigned a career advisor to guide in career planning
- EMBARK ON A SUCCESSFUL CAREER JOURNEY
- nus.edu/osa/housing
I just got a fantastic offer with the global treasury solutions division. That’s interesting. I innerted with a lawyer earlier, I already think BIZ Career Services for the workshops, interview coaching and career advice, which prepared me well for my summer internship at the bank. This eventually got me the job offer!”
SCHOLARSHIPS, AWARDS AND FINANCIAL AID
Apart from numerous NUS-level scholarships, the NUS Business School also offers many of its own scholarships to local and international students.

To ensure that no deserving student is denied higher education due to financial need, financial aid is offered to eligible students. This can take the form of a combination of loans, bursaries and work-study assistance.

INDICATIVE GRADE PROFILES OF A-LEVEL APPLICANTS
Offered Places for Programmes at NUS Business School in Academic Year 2014 / 2015

<table>
<thead>
<tr>
<th>Representative Grade Profile</th>
<th>BBA</th>
<th>BBA (ACC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10th percentile (3H2/1H1)</td>
<td>AAA/C</td>
<td>AAA/A</td>
</tr>
<tr>
<td>90th percentile</td>
<td>AAA/A</td>
<td>AAA/A</td>
</tr>
</tbody>
</table>

INDICATIVE GRADE PROFILES OF POLYTECHNIC APPLICANTS
Offered Places for Programmes at NUS Business School in Academic Year 2014 / 2015

<table>
<thead>
<tr>
<th>Representative Grade Profile</th>
<th>BBA</th>
<th>BBA (ACC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10th percentile (GPA out of 4.0)</td>
<td>3.86</td>
<td>3.88</td>
</tr>
<tr>
<td>90th percentile</td>
<td>4.00</td>
<td>3.98</td>
</tr>
</tbody>
</table>

Prospective students applying with international or other qualifications may refer to nus.edu.sg/oam/apply/international/admissionreq/BYA-admissionreq.html for further information.

SCHOLARSHIPS & AWARDS
We are seeking highly motivated and driven individuals to join us at the NUS Business School. If you possess these characteristics, join us now!

bba.nus.edu/admissions_why.html

TUITION FEES
For more information on tuition fees please refer to the following link nus.edu.sg/registrar/edu/UG/fees.html

ADMISSIONS
Are you highly motivated, passionate for the world of business and constantly looking to stretch your limits and abilities? We welcome you to apply!

bba.nus.edu/admissions_scholarships.html

To ensure that no deserving student is denied higher education due to financial need, financial aid is offered to eligible students. This can take the form of a combination of loans, bursaries and work-study assistance.

bba.nus.edu/admissions_bursaries.html
bba.nus.edu/honour_donated_scholarship.html

bba.nus.edu/admissions_why.html
1) Share with us why you chose fashion as a career?

Actually, I always thought of a fashion career since I was 14. I liked that it was creative and still very accessible for the masses unlike art. I also liked how it could make mundane subjects very interesting by refreshing something old or looked down upon to become something beautiful.

My parents however felt that it was a very risky occupation since fashion, like the arts, is very subjective. I tried to convince them to let me go to fashion school after A-levels but they felt that the foundation provided by business degree would be a good thing to fall back on if I still decided to pursue fashion thereafter.

2) What made you venture into this rather than consider a regular job most of your friends were moving toward?

When it came to graduation, I had an inertia to enrol myself in another full-time degree but I knew I would probably regret it if I didn’t fulfil my dream to go to pursue my fashion degree. While I was studying at NUS Business School, I secured a few fashion-related internships, one at Gucci in a Public Relations Role and another at Mercury Marketing Communications doing digital marketing. These internships gave me valuable insights into the business side of fashion. However I still felt that fashion design would provide me more room in terms of creativity and autonomy.

3) How did your education in NUS help in the pursuit of your career endeavors?

Well for one, going through university made me more mature than my peers. I find I’m more organised and focused on the tasks and am pretty self-independent. School to me was training for the real job.

Being a Business student, I also look at my work and question myself if it will sell. The bottom line is important at the end of the day, even if you’re a fashion designer so there’s no point making something that no one will buy. In this sense, NUS Business school has trained me well to know my customer and my target market. In fact, it was a third-year Business Policy module that set me on the path I am taking today! We did our project on Louis Vuitton in China and the research into China made me very interested and aware of the world’s number one luxury market and for that reason, I moved to Hong Kong.

4) Anything you’d like to share with prospective students who are keen to pursue this path?

In Fashion, there’s a lot of manual work, skills and mental strength involved and long hours. If you wish to consider a career in fashion, try every part of fashion till you know exactly what you like about it. If you want to be a fashion designer, take a course in sewing, start designing clothes and researching into fabrics. If these aren’t for you, try an internship in a fashion marketing company or at a magazine. Fashion has so many facets to it so your love for fashion can be expressed in many different ways too.
At NUS Business School, we do more than instruct. We inspire. The School seeks to engage and stimulate each bright mind under our wing of mentorship, enrich them with diverse opportunities, and empower the leader in each individual. Through these, we nurture Analytical-thinking, Caring and Enterprising young business leaders who serve business and society.